

MAY 2018

BUILDING DESIGN PREFERENCES

Q1. First of all, do you think that in the UK, we are currently building too many, too few or about the right number of new properties for people to live in? Please select ONE answer only.

Q2. And do you think that in the London / South East (insert a appropriate based on region location) we are currently building too many, too few or about the right number of new properties for people to live in? Please select ONE answer only.

Q3. And do you think that in your own neighbourhood we are currently building too many, too few or about the right number of new properties for people to live in? Please select ONE answer only.

	Q1 UK	Q2 London / South East	Q3 Your neighbourhood
Too many	22%	27%	27%
About the right number	23%	24%	37%
Too few	49%	44%	31%
Don't know	5%	5%	5%

Q4. Thinking only about the area in which you live, which, if any, of the following do you think are important in making your area a pleasant place to live? RANDOM ORDER. MULTICODE OK.

Please select as few or as many as you like.

Proximity to parks and/or open spaces	58%
Quiet area	54%
Number of trees and shrubs	54%
Appearance of streets and pavements	53%
Proximity to shops	53%
Good scenery and views	46%
Lack of congestion	45%
Proximity to city/town/village centre	45%
Appearance of local buildings	42%
Proximity to countryside	32%
None of them	1%
Don't know	1%

Q5. And if you could have ONE of the following things to improve your local area, which one would it be? RANDOM ORDER. CODE ONE

Please select ONE answer only.

Improve traffic management	26%
Improve general cleanliness	22%
Create more green space/make it greener	15%
Provide more shops/presentation of the high street	14%
Create more civic space like parks or relaxation areas	10%
Improve the appearance of buildings	7%
Other	3%
Don't know	4%

Q6. In your opinion, which two or three things on this list are most important to consider when designing homes for people to live in? RANDOM ORDER. CODE MAX THREE

Please chose up to three answers.

Built to last	47%
Uses energy (gas / electricity etc) efficiently	45%
Safety against accidents / fires	36%
A look and feel that fits in with other local homes	32%
Security against crime	32%
Easy to maintain	27%
Flexibility to meet changing needs	17%
Looks modern	11%
Looks traditional	11%
Other	1%
Don't know	1%

Q7. Who do you think should have the most say in how we design and build new homes and communities for people in London and the South East? Please select ONE answer only.

Q8. And who do you think currently has most say in how we design and build new homes and communities for people in London and the South East? Please select ONE answer only.

	Q7. Should have most say	Q8. Currently does have most say
Local community	41%	3%
Planners in your local council	26%	34%
Developers who build the properties to sell	11%	37%
Architects	10%	4%
Political leaders	4%	12%
Don't know	7%	10%

Q9. Thinking now about the look and feel of the home in which you currently live, which two or three of the following emotions best describe how you feel about it? Please select up to three answers.

Q10. Thinking now about the look and feel of homes and buildings in the area in which you live, which two or three of the following emotions best describe how you feel about them? Please select up to three answers.

Q11. And how about the look and feel of civic spaces in the area in which you live i.e parks, public buildings, public squares and any other communal spaces? Which two or three of the following emotions best describe how you feel about them? Please select up to three answers.

	Q9 Own home	Q10 Area in which you live	Q11 Civic spaces
Happy	51%	34%	42%
Proud	35%	19%	23%
Joyful	21%	14%	21%
Interested	18%	26%	24%
Bored	13%	13%	10%
Depressed	12%	12%	10%
Excited	11%	11%	12%
Miserable	10%	10%	8%
Ashamed	7%	8%	8%
Disgusted	5%	7%	7%
Angry	4%	6%	5%
Alienated	5%	7%	5%
Other (write on)	4%	2%	2%
None of them/nothing	8%	14%	10%
Don't know	2%	4%	4%

Q12. What single emotion do you think you should have when you think about the look and feel of homes and buildings in your area? Please select ONE answer only.

Belonging	25%
Pride	23%
Happiness	17%
Interest	11%
Joy	5%
Excitement	4%
Enchantment	4%
Other (write in)	2%
.....	
Don't know	9%

Q13. To what extent would you support or oppose properties being built in the following ways? Would you strongly support, tend to support, neither support nor oppose, tend to oppose, or strongly oppose.... ROTATE Please select one answer for each.

- 1 = Strongly support
- 2 = Tend to support
- 3 = Neither support nor oppose
- 4 = Tend to oppose
- 5 = Strongly oppose

	Strongly support	Tend to support	Neither	Tend to oppose	Strongly oppose	DK
High-rise developments in urban areas	7%	18%	22%	27%	24%	1%
Medium rise developments of up to 5 floors in urban areas	11%	33%	26%	19%	10%	1%
Low rise, traditional two-story properties built on new streets (where possible) in urban and suburban areas	21%	49%	20%	7%	2%	1%
Entirely new communities or towns built in suburban or more rural areas in the South East of England, featuring mostly low rise, traditional two-story properties	17%	38%	23%	12%	7%	2%
'Garden cities' containing leafy streets, wide avenues and public squares	41%	38%	14%	5%	2%	1%

Q14. And which of the following best describes the style of new homes and communities that you would most like to see built in future? Please select one answer.

Traditional terraces with tree lined streets	48%
Housing developments or estates in a modern style	28%
Dramatic and futuristic designs	11%
Some other design style	5%
Don't know	7%

Q15. Thinking generally about new housing development, which one of the following do you think best describes how new build homes should relate to existing properties? Please select one answer.

Newly built homes and properties should be identical in style to those already there	11%
Newly built homes and properties should fit in with their surroundings	74%
Newly built homes and properties should be modern even if they don't fit in with the style of the buildings already there	11%
Don't know	5%

Q16. Suppose for a moment that it was your responsibility to decide the look and feel of new homes for people living in highly urban areas in London.

Here are a number of different styles that might be appropriate. Please select the one that you would choose. Please do not chose on the basis of property size or associated 'wealth' factors, but simply which, in your opinion, has the right 'look and feel' for an urban London setting? *Please select one answer.*

	1%		13%
	6%		27%
	16%		15%
	4%		3%
	7%		
None of them			5%
Don't know			3%

Q17. Now suppose for a moment that it was your responsibility to decide the look and feel of new homes for people living in SUBURBAN areas.

Here are a number of different styles that might be appropriate. Please select the one that you would choose. Please do not chose on the basis of property size or associated 'wealth' factors, but simply which, in your opinion, has the right 'look and feel' for a suburban London setting? Please select one answer.

	10%		21%
	1%		3%
	20%		14%
	5%		14%
	6%	None of them	2%
	1%	Don't know	2%

Q18. Now suppose for a moment that it was your responsibility to decide the look and feel of new homes for people living in more rural areas, which are suitable for large, new housing estates or even new towns being built.

Here are a number of different styles that might be appropriate. Please select the one that you would choose. Again, please do not chose on the basis of property size or associated 'wealth' factors, but simply which, in your opinion, has the right 'look and feel' for a more rural setting suitable for a housing estate setting? Please select one answer.

	<p style="text-align: center;">13%</p>
	<p style="text-align: center;">14%</p>
	<p style="text-align: center;">34%</p>
	<p style="text-align: center;">29%</p>
<p>None of them</p>	<p style="text-align: center;">6%</p>
<p>Don't know</p>	<p style="text-align: center;">3%</p>

Q19. Now suppose for a moment that it was your responsibility to decide the look and feel of new homes for people living in very rural areas, which might be suitable for single new properties or a small number of new properties.

Here are a number of different styles that might be appropriate. Please select the one that you would choose. Please do not chose on the basis of property size or associated 'wealth' factors, but simply which, in your opinion, has the right 'look and feel' for a very rural setting? Please select one answer.

		<p style="text-align: center;">28%</p>
		<p style="text-align: center;">31%</p>
		<p style="text-align: center;">19%</p>
		<p style="text-align: center;">16%</p>
<p>Neither of them</p>		<p style="text-align: center;">3%</p>
<p>Don't know</p>		<p style="text-align: center;">3%</p>

⇒ **SHOW 'WINNER' FROM EACH OF Q16-Q19**

Q20. Here are the designs that you felt were suitable from each of the four types of setting. Irrespective of size or other factors, which ONE of them do you like the look and feel of most? Please select one answer.

Scottish style detached	13%
New build rural estate 2	13%
Peak District terrace	9%
Welsh cottage	9%
Victorian terrace	8%
1930s Semi	7%
New build modern barn style	5%
Georgian block	4%
Georgian terrace	3%
Modern suburban	3%
1990's New Build suburban	3%
New build rural estate	3%
St.Katherine's Dock Modern	3%
Rural housing 1	3%
Victorian block	2%
Rural housing 2	2%
Vauxhall Modern	2%
Modern minimalist block	1%
Welsh terrace	1%
London new build flats	1%
Poundbury street	1%
1970s terrace	1%
1970s suburban	1%
1990s New Build boxes	1%
Barbican block	*%
Northern terrace	*%
Classic London terrace street	*%
Don't know	

Q21. Still supposing for a moment that it was your responsibility, but this time to decide the look and feel of central location places or streets in larger towns or cities. Here are a number different styles that might be appropriate. Please select the one that you would choose for a larger town?

Please select one answer.

	<p>14%</p>
	<p>34%</p>
	<p>21%</p>
	<p>14%</p>
	<p>12%</p>
<p>None of them</p>	<p>3%</p>
<p>Don't know</p>	<p>3%</p>

Q22. Again, suppose for a moment that it was your responsibility to decide the look and feel of new homes for people in London and the South East of England.

Which, if any, of the following features would you include to help create warm feelings associated with 'homeliness'? Please select as few or as many answers as you like.

Thick, sound resistant walls	61%
More spacious, but fewer rooms	44%
Feature windows	42%
High ceilings	33%
Exposed brick façade	26%
Fabrics that are harmonious with internal features	26%
Symmetrical shape	16%
Lots of corners, nooks and crannies	14%
Pillars at the entrance	12%
More, but smaller rooms	10%
Other Write in.....	2%
Don't know	6%

Q23. For each of the following statements, do you agree strongly, tend to agree, neither agree nor disagree, tend to disagree or disagree strongly? RANDOM ORDER. Please select one answer for each statement

	Agree strongly	Tend to agree	Neither	Tend to disagree	Strongly disagree	DK
Better quality buildings and public spaces improve people's quality of life	42%	42%	11%	3%	1%	1%
A traditionally designed housing settlement helps foster positive community relations	20%	45%	25%	5%	2%	2%
Living in a well-designed community improves people's happiness	38%	46%	12%	3%	1%	1%
People won't pay more for properties just because they are well built with a good design features	8%	22%	28%	32%	9%	2%
A well-designed neighbourhood will help to reduce crime	27%	41%	21%	7%	2%	2%
Traditional design is not just about making buildings look better, it's about improving the quality of life	29%	46%	18%	4%	1%	2%
Poor quality environments are the norm in Britain	14%	35%	31%	14%	3%	3%
Traditional design means higher building costs and even more unaffordable housing	10%	24%	34%	21%	6%	5%
Public money should be spent on promoting good buildings and public spaces	26%	46%	19%	5%	2%	2%
Architects should concentrate on designing buildings which are well built, comfortable and beautiful	38%	44%	13%	3%	1%	1%
New buildings should be adventurous and different, even if they shock or offend people	8%	17%	28%	28%	17%	1%
New buildings around here have tended to be intrusive rather than sensitive to the existing built environment	15%	32%	32%	15%	3%	3%
Cost is too often an excuse for badly designed, soulless new developments	38%	39%	15%	4%	1%	2%

Q24. If you were in the market to buy a newly built home, would you be prepared to pay a lot more, a little more, or no additional money for each of the following design features? RANDOM ORDER

Please select one answer for each statement

	A lot more money	A little more money	No additional money	DK
External façade features of architectural interest or value	11%	41%	42%	6%
Harmonious surroundings including civic buildings and public spaces that fit in with the design concept	12%	47%	35%	6%
Bigger rooms	19%	56%	21%	4%
Higher ceilings	10%	37%	48%	5%
A neighbourhood designed for walking, or active forms of travel rather than car use	15%	42%	37%	5%
A local park or traditional square	15%	53%	28%	4%
Good transport links	21%	52%	24%	3%
A good local state school	16%	39%	39%	6%
A high-quality market	12%	40%	41%	7%
A GP surgery	13%	41%	41%	5%

Q25. Do you think that newly built modern homes are currently built.....Please select ONE answer only.

As cheaply as possible to maximise profit for the developer	56%
One eye on cost and one eye on modern living requirements	29%
With good design and modern living requirements at the heart of the design process with cost being no real factor	9%
Don't know	6%

Q26. Do you think it is or is not possible to build modern homes or neighbourhoods with good design and modern living requirements at the heart of the design process..... Please select ONE answer only

Only at higher cost to most new housing developments	23%
At the same cost as most new housing developments	55%
At lower cost to most new housing developments	8%
Don't know	14%

OMNIBUS – JANUARY 2018

SECTION: DEMOGRAPHICS

D1. Which of the following best describes how you think of yourself?

Male	48%
Female	51%
In another way	*%
Prefer not to answer	*%

QD2. And how old are you?

18-24	13%
25-34	20%
35-44	19%
45-54	17%
55-64	13%
65+	18%

QD3. Which of the following best describes your current work status?

Working full time – working 30+ hours per week	46%
Working part time – working between 8-29 hours per week	15%
Not working but seeking work or temporarily unemployed or sick	5%
Not working and not seeking work	4%
Retired on a state pension only	4%
Retired with a private pension	14%
Student	5%
House person	6%
Prefer not to answer	1%

QD4. Is the house or flat in which you live....?

Owned outright – without mortgage	27%
Owned with a mortgage or loan	32%
Rented from the council	9%
Rented from a housing association	10%
Private rent/Rented from someone else	19%
Rent free	2%
Prefer not to answer	2%

D5. Which one of the following best describes the type of dwelling you currently live in?

Detached	16%
Semi-detached	29%
Terrace (including end of terrace)	23%
Flat, maisonette or apartment	30%
Caravan or other mobile or temporary structure	1%
Other	1%
Prefer not to answer	1%

QD6. What is the highest educational level that you have achieved?

Secondary school	35%
University degree or equivalent professional qualification, NVQ level 4 etc	42%
Higher university degree, doctorate, MBA, NVQ level 5 etc	18%
Still in full time education	3%
No formal education	1%
Don't know/prefer not to answer	2%

QD7. Which of the following best describes your marital status?

Single	30%
Married	42%
Civil partnership	3%
Co-habiting	13%
Widowed	3%
Separated	1%
Divorced	7%
Prefer not to answer	1%

QD8. Do you have any children aged 18 or under? If so, how old are they?

No children aged 18 or under	66%
Yes – children aged under 5 years old	13%
Yes – children aged 5-10 years old	14%
Yes – children aged 11-15 years old	11%
Yes – children aged 16-18 years old	7%
Prefer not to answer	2%

QD9. Social class

AB	28%
C1	30%
C2	20%
DE	23%

QD10. Region

London	52%
South East	48%

QD11. Which of the following categories best describe the area in which you live?

Urban setting	32%
Suburban setting	32%
City or sizable town (not London)	11%
Smaller town and fringe area	16%
Village or dispersed setting	8%
Prefer not to answer	1%

QD12. How would you describe your ethnic background?

White	81%
Mixed race	3%
Asian or Asian British	8%
Black or Black British	5%
Arabic	*%
Other	1%
DK/Prefer not to say	2%